



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Discuss and Debrief

Would you like a way to quickly raise the energy of your audience? At any time? What if this way can also get them more engaged? Well, great! Then you'll want to use what I call the Discuss and Debrief Method.

Here's a normal scenario I see with lots of speakers. They look at their audience and they ask a question like, "What are some important factors to successfully undergo change in your organization?" And guess what the audience does? Nothing!

Nothing! You could hear a pin drop. There are no answers? Have you ever faced that kind of silence when you spoke? Now look, I know silence is golden in speaking, but not all the time. How can we ask questions that get lively responses and raise the energy every time?

You do what I call Give Your Audience Oil. Give them oil. You have to loosen up their minds. There's a quick two-step process for doing this. Before we get into the process, just listen to this very quick live audio of me using the process.

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When you're in limbo, when you're trying to make changes but you're going through that forest, that unknown period – for 60 seconds I want you to turn to a neighbor and I want you to discuss what is the most important thing about change. Is it a vision, is it a positive mental attitude? Discuss with a neighbor what is the most important thing about successful change so that you can continue on the spiral of remarkable results.



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For 60 seconds, talk to one neighbor. Keep your eyes on your own paper – ready? Go!

What are some important things that you thought about? Go ahead and yell it out.

“Perseverance” – Very good! I’m going to bring that up in a minute. What else? “Positive attitude” – Very good. What else? “Keep changing” – yes, we’ll talk about that in a minute. What else? “Willingness to change.” Exactly! Of course you’re not sitting in the middle, but that’s okay!

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I gave them oil. Did you hear their responses shoot out? Here’s the two-step process for the Discuss and Debrief Method. You can use this in keynotes; you can use it everywhere.

1. Instead of asking a question of your entire audience, ask them to turn to a partner or two partners and discuss a question. And give them a time limit. Now, I often use this with diagrams and charts and things like that, because it really gets them to think and it loosens up their minds.
2. Have them turn back to you and start shouting out any answers they have. That’s the Debrief part of the method. And because they’ve received informal validation from their group and they’ve had a lot of time to think about it – at least 30-45 seconds – they feel much more comfortable speaking up and shouting out.

It’s a powerful method, believe me. You’ll probably be very surprised how fast and also how effortlessly they shout out responses. Again, this is because they’ve loosened up their minds. They’ve gone from listening mode, when they listen to



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you, to thinking mode, and their responses will most likely align with your point. Therein lies the genius of this method.

Write this down: “If they say it, they buy it.” In other words, if you get them to say part of your message, they’ll buy into your message.

Most speakers simply give their answers or give their messages. The better speakers ask for answers. But the best speakers use a form of this Discuss and Debrief Method so that the group can come up with the answers that reinforce your message. Does that make sense?

Not only does it raise the energy of the group, make your speech more fun, and keep them engaged, but it also helps to sell your message. Again, if they say it, they buy it. So use the Discuss and Debrief Method.

That’s it for this week. Look for next week’s tip, and until then – keep speaking up!



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Craig's Top 10 Recommended Resources

1. <http://www.edgeoftheirseats.com/>
2. <http://www.createyourkeynote.com/>
3. <http://www.dynamicdeliverydevices.com/>
4. <http://www.learntoownthestage.com/>
5. <http://www.wcspeaking.com/>
6. <http://www.askcraigvalentine.com/>
7. <http://www.audioforspeakers.com>
8. <http://www.resourcesforspeakers.com>
9. <http://www.thebookonspeaking.com>
10. <http://www.automateyourspeaking.com>

Craig Valentine's Background & Results

Craig Valentine, MBA, an award-winning speaker, management trainer, and speech coach, has traveled the world helping speakers breathe life into their presentations. He has spoken in the United States, Taiwan, Canada, Jamaica, Qatar (Doha), England, Bahamas, Hong Kong, and China. In 1999 he won the World Championship of Public Speaking for Toastmasters International after competing with more than 25,000 contestants from 14 countries.

- *The conference was this past weekend and with your "virtual coaching" I was able to give my own "Killer Keynote". I stood on that stage and gave the speech I had always dreamed of giving-- they laughed where I wanted them to laugh -- they teared up where I wanted to touch them the most -- they came into the scene of my stories -- they heard my message and believed. It was a wonderful moment for me and I will always consider it a gift. Now I would be lying if I said I didn't enjoy the standing ovation at the end...Susan Lamb-Robinson, Speaker; Toronto, Canada*
- *"I now deliver better presentations in 20 minutes than I did in 60 minutes; moreover, my closing ratio has increased 350% thanks to the lessons learned in The Edge of Their Seats Storytelling Home-Study Course. Craig's 9 Step Formula has changed my*



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life. "Kevin D. Gross, MBA, President, Alumni Connection.com
www.AlumniConnection.com

- *I learned more from you in one hour than I have in years of giving speeches. You are a master of your game. Thank you for inspiring me to find my own voice and greatness as a speaker!! Thank you! Pele Raymond Ugboajah; Author, Speaker, Business Coach; DreamBanc, L.L.C.*
- *Craig Valentine is one of America's finest speakers, 1999 World Champion of Public Speaking and author of what I consider to be the bible of public speaking, "Nuts and Bolts of Public Speaking". He's also got several audio and DVD's on the subject. Craig was the driving force and the biggest reason I made it to the World Championships last year in Calgary. The two days I spent with him, in his living room, in Baltimore, completely changed the way approach public speaking...Martin Presse, 2008 Finalist for World Champion of Public Speaking*
- *Hey man I know you are busy but I wanted to bring you up to speed on us. We just returned from San Francisco where we spoke at the national convention of NAMI. It was great. No notes, we both spoke for about an hour. Based on all the comments they liked it. There were a number of people there who had heard us before and they were amazed at the changes we made. Thanks! Bill Neely; www.billandtena.com; Courage in Crisis*
- *Thank you 1000 times over. I just came home from Niagara, what a fantastic time I had. All of your techniques worked. I offered 7 free, 1 hour consultations if booked today offered only in January. I not only booked those I had a line up afterward. Sarah Hilton; Speaker on Mental Health, Toronto*
- *Thanks for your changes...I gave the speech last Monday and everyone raved about it. Thank you so much for your help. I went in very confident, knowing it was a very good speech thanks to your advice and changes. In fact, they hope to get me back again and several said they want to find out where else I am speaking so they can come hear me again. Christine Duvivier; Managing Director, Impact Partners*